

**Butler, Jennie C**

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**From:** LindaQue@aol.com  
**Sent:** Sunday, April 11, 1999 4:02 PM  
**To:** FDADockets@test.oc.fda.gov  
**Subject:** Docket #98N-1038

Hello,

I feel strongly that irradiated food should continue to be prominently labeled.

Linda Schmidt  
22 Cienega Canyon Rd  
Placitas, NM 87043  
505-867-3630

(1) Does the current radiation disclosure statement convey meaningful information to consumers in a truthful and nonmisleading manner? YES

(2) How do consumers perceive the current radiation disclosure statement -- as informational, as a warning, or as something else? INFORMATIONAL

(3) Does the wording of the current radiation disclosure statement cause "inappropriate anxiety" among consumers? What are examples of "inappropriate anxiety"? THE WORDING OF THE CURRENT DISCLOSURE DOES NOT CAUSE ME ANXIETY. IT IS THE IRRADIATION PROCESS ITSELF THAT CAUSES ME ANXIETY.

(4) What specific alternate wording for a radiation disclosure statement would convey meaningful information to consumers, in a truthful and nonmisleading manner, and in a more accurate or less threatening way than the current wording? HARMFUL BACTERIA HAVE BEEN REMOVED FROM THIS PRODUCT THROUGH IRRADIATION.

(5) Would consumers be misled by the absence of a radiation disclosure statement in the labeling of irradiated foods? YES

Are consumers misled by the presence of such a statement? NO

(6) With respect to foods containing irradiated ingredients, are consumers misled by the absence of a radiation disclosure statement? YES

Would consumers be misled by the presence of such a statement? NO

(7) What is the level of direct consumer experience with irradiated foods that are labeled as such? I HAVE SEEN IRRADIATED FOODS AT THE SUPERMARKET.

(8) What is the effect of the current required labeling on the use of irradiation? UNKNOWN

Does the current required labeling discourage the use of irradiation? UNKNOWN

(9) What do consumers understand to be the effect of irradiation on food? IRRADIATION KILLS HARMFUL BACTERIA IN THE FOOD, AND THEREBY INCREASES SHELF LIFE.

For example, what do consumers understand about the effect of irradiation on the numbers of harmful microorganisms in or on food? IRRADIATION KILLS HARMFUL BACTERIA THAT CAUSE, CONTRIBUTE TO, OR ACCELERATES SPOILAGE.

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(10) Do consumers readily recognize the radura logo?

UNKNOWN.

(11) Do consumers understand the logo to mean that a food has been irradiated?

UNKNOWN.

(12) Do consumers perceive the radura logo as informational, as a warning, or as something else? INFORMATIONAL

(13) Should any requirement for a radiation disclosure statement expire at a specified date in the future? PERHAPS 100 YEARS...THREE GENERATIONS, ROUGHLY.

(14) If so, on what criteria should the expiration be based? WE NEED SEVERAL GENERATIONS OF FAMILY DATA BEFORE I WOULD CONSIDER THAT IRRADIATED FOODS ARE COMPLETELY SAFE AND PROVIDE THE SAME NUTRITIONAL VALUE AS NON-IRRADIATED FOODS.

(15) If the expiration of labeling requirements for irradiated foods is to be based on consumer familiarity with the radura logo and understanding of its meaning, what evidence of familiarity and understanding would be sufficient to allow these requirements to expire? NO OPINION.